

**WHAT IS CLAIMED IS:**

1. A method of populating a merchandising product database, comprising:  
obtaining merchandising data related to a product from a point of presentation of  
5 the product; and  
storing at least part of the obtained merchandising data in the merchandising  
product database.
2. The method of claim 1, wherein the obtaining step comprises obtaining the  
10 merchandising data directly from a presentation device on which the product is presented.
3. The method of claim 1, wherein the obtaining step comprises obtaining data about  
the product directly from the point of presentation of the product.
- 15 4. The method of claim 1, wherein the merchandising product database does not  
have information related to the product stored therein prior to the storing step.
5. The method of claim 1, wherein the obtaining step comprises obtaining the  
merchandising data generally contemporaneously with presentation of the product.  
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6. The method of claim 1, wherein the point of presentation comprises an output  
medium of an interactive catalog.
7. The method of claim 1, wherein the point of presentation comprises a Web-page.  
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8. A merchandising database system, comprising:  
an interface configured to coupled to a network and to receive merchandising data  
related to a product from a point of presentation of the product; and  
a database configured to store at least part of the received merchandising data.  
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9. The system of claim 8, wherein the interface is configured to receive the merchandising data directly from a presentation device on which the product is presented.

10. The system of claim 8, wherein the interface is configured to receive data about the product directly from the point of presentation of the product.

11. The system of claim 8, wherein the interface is configured to receive the merchandising data generally contemporaneously with presentation of the product.

12. The system of claim 8, wherein the point of presentation comprises an output medium of an interactive catalog.

13. The system of claim 8, wherein the point of presentation comprises a Web-page.

14. A merchandising database system, comprising:  
 means for receiving merchandising data related to a product from a point of presentation of the product; and  
 means for storing the received merchandising data in a merchandising product database.

15. The system of claim 14, wherein the means for receiving comprises means for obtaining the merchandising data directly from a presentation device on which the product is presented.

16. The system of claim 14, wherein the means for receiving comprises means for obtaining data about the product directly from the point of presentation of the product.

17. The system of claim 14, wherein the means for receiving comprises means for obtaining the merchandising data generally contemporaneously with presentation of the product.

18. The system of claim 14, wherein the point of presentation comprises an output medium of an interactive catalog.

19. The system of claim 14, wherein the point of presentation comprises a Web-page.

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20. A computer program product for use in conjunction with a computer device, the computer program product comprising a computer usable medium and a computer program mechanism embodied therein that enables the computer device to perform a method of populating a merchandising product database, the computer program  
10 mechanism comprising:

first computer program codes to cause the computer device to obtain merchandising data related to a product from a point of presentation of the product; and  
second computer program codes to cause the computer device to store at least part of the obtained merchandising data in the merchandising product database.

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21. The computer program product of claim 20, wherein the first computer program codes comprise computer program codes to cause the computer device to obtain the merchandising data directly from a presentation device on which the product is presented.

20 22. The computer program product of claim 20, wherein the first computer program codes comprise computer program codes to cause the computer device to obtain data about the product directly from the point of presentation of the product.

23. The computer program product of claim 20, wherein the first computer program  
25 codes comprise computer program codes to cause the computer device to obtain the merchandising data generally contemporaneously with presentation of the product.

24. The computer program product of claim 20, wherein the point of presentation comprises an output medium of an interactive catalog.

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25. The computer program product of claim 20, wherein the point of presentation comprises a Web-page.

26. A method of populating a merchandising product database, comprising:

5 rendering at least a portion of an interactive catalog, wherein content of the rendered portion includes description of one or more products and wherein the content is obtained from one or more source product databases;

communicating data related to the products to the merchandising product database such that data is communicated from the source product databases to the merchandising  
10 product database without requiring direct data importation.

27. The method of claim 26, wherein the rendered portion of the interactive catalog acts as a conduit through which information from the source product databases is communitied to the merchandising product database.

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28. The method of claim 26, wherein the data related to the products comprises parameters embedded within the rendered portion of the interactive catalog.

29. The method of claim 26, wherein the data related to the products comprises a  
20 product identification.

30. The method of claim 26, wherein the data related to the products comprises a product description.